

Call for Artists – Crestdale Heritage Trail Advisory Shoulder Mural

Deadline to submit: Monday, April 12, 2021

Project Overview

The Town of Matthews Parks, Recreation and Cultural Resource Department (ToMPCRD) seeks an artist to create a mural for an advisory shoulder on a road in Matthews.

Eligibility

ToMPCRD invites applications from professional artists or designers age 18 or older who are eligible to work in the United States. Priority will be given to artists based in Mecklenburg County.

Scope of Work

The selected artist will be asked to create a mural inspired by the historic Crestdale community and the connection to the Crestdale Heritage Trail. The artist will create the design, and will be a part of installation, but the community will also help with installation. The mural should be designed in such a way that community members can assist with the painting.

The Crestdale community is considered one of the oldest African American communities and was founded by freed slaves in the 1860s. More information about the history of the Crestdale Community can be found on pages 11 & 12 here:

<https://matthews.municipalcms.com/files/documents/CrestdaleRisingFinalReport1332041829012616PM.pdf>. An oral history of the area can be found here:

<https://www.youtube.com/watch?v=cHYDNsQ7D7I>

Artwork Location Description

The mural will be painted on a secondary road where the red line is in the photo below:



Budget

Artist or artist group will be paid \$4,000 for this project. Up to \$1,000 for materials will be reimbursed to the artist. Artist will receive a 50% deposit once their design has been selected and the final payment will be made once the project has been completed.

Submission Requirements

Statement of Interest: Briefly describe your interest in this project, and your qualifications for completing the work.

Work samples: Submissions should include visual representations of past artwork that demonstrate your qualifications for this project. Each sample should have an accompanying summary of the title, location, cost, materials/media and timeline associated with the piece.

Resume: Resume for each artist should include any public or private commissioning experience over the past 5 years.

Selection Process

The top 3 artists selected by the Town of Matthews Parks, Recreation and Cultural Resource Department will be contacted and asked to submit a design for the project. Guidelines for the design:

- No words or recognizable icon messages (can include bike & pedestrian symbols)
- Colors allowed: muted or earth tones only
- Design must utilize a repeating pattern (this can be shapes or emblems)
- Once final artist is selected, artist may be asked to alter some of the design based on feedback from the Town Engineer regarding safety and design requirements for the mural.

Timeline

- **Deadline to submit:** April 12, 2021
- **Artists selected by:** April 14, 2021
- **Designs due by selected artists:** May 10, 2021
- **Top artist and design selected by:** May 12, 2021
- **Artist will be notified by May 14, 2021**
- Top artist and design to be presented to the Town Board for approval on **May 24, 2021.**
- Implementation of the project will take place sometime between **June and August 2021.**

If you have any questions, please contact:

Melissa Johnson, Cultural Recreation Manager

Town of Matthews Parks, Recreation and Cultural Resource Department

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